

KTVU

FCC ISSUES & PROGRAMS REPORT

FOURTH QUARTER 2010

**KTVU
FCC ISSUES & PROGRAMS REPORT
PROGRAM LIST
FOURTH QUARTER 2010**

The following is a list of programs along with a brief description of that program:

Bay Area People

A weekly, one-half hour, community affairs program, which explores community issues, problems and solutions. The program features cultural and artistic activities from various ethnic communities, as well as conducting book reviews, relaying news related concerns and features of interest to Bay Area residents. This program aired Saturdays at 6:30 am.

Bay Area People - Public Service Announcements

These PSAs are locally produced, community calendar billboard announcements that are approximately :10 (ten seconds) in length, featuring community events, organizations, referrals and services. These air within the program Bay Area People.

The KTVU Morning News – Early Edition

This live newscast airs 5:00am to 6:00am Monday – Friday. In addition to local, regional and national news, this newscast features frequent traffic and weather updates and Bay Area business news.

The KTVU Morning News

This one-hour, live newscast airs Monday-Friday 6:00am to 7:00am. In addition to local, regional and national news, this newscast features frequent traffic updates and Bay Area business news.

Mornings On 2

A live, two-hour, locally produced, news and interview program featuring local, regional, national and international news stories and features. Also, local traffic and weather updates. Included are in-depth interviews with local members of government, consumer issues and other reports of interest to Bay Area viewers.

Airs daily, Monday through Friday, 7:00 am to 9:00 am.

The Noon News

A one-half hour, live, locally produced newscast that airs Monday-Friday, from 12noon to 12:30 pm. The program includes the latest news, features and reports on issues of interest to the community, as well as national news. The program employs live, on-site reports and inserts from the surrounding communities.

KTVU News at 5

A live, one-hour newscast, airing Sunday-Friday from 5:00pm to 6:00pm, featuring reports on local and regional news

KTVU News at 6

This live newscast airs Monday-Saturday, 6:00pm to 6:30pm. The program features reports on local and regional news.

The 10 O'Clock News

This station's daily, one-hour newscast, airs from 10:00pm to 11:00pm, Monday through Sunday. In addition to local, regional, national and international news, the program features in-depth news coverage on matters of local public concern, as well as, special reports on significant public events.

Public Service Announcements

KTVU airs :05, :10, :15, :20, :30 and :60 second, local, regional and national public service announcements on all day parts including prime time. The announcements cover a wide range of topics, including; social issues, health, human services, conservation and education.

Meet the Candidates

"Meet the Candidates," is a series of one-half hour programs featuring Bay Area candidates running for U.S. Senate and Governor of California. We offered candidates five minutes of airtime to address the public on the candidacy for office. Some candidates accepted the offer and some did not. Four one-half hour programs aired on KTVU and KICU.

**KTVU
PROBLEMS & NEEDS REPORT
FOURTH QUARTER 2010**

Report Summary

The following topics are issues of special concern to the residents of the nine San Francisco Bay Area Counties:

Election Issues

Election

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
10/20/10	All Newscasts	2:17
<p>Many, but not all of the ten men and women running for Mayor of Oakland showed up tonight for what could be their final debate. They spoke about what they would do for the city if elected. But did they win over any voters? The front runners were here except for one big exception; California State Senator Don Perata, who called thirty minutes before the debate began, to say he was stuck in Sacramento. Several attendees we spoke with said they weren't surprised. The most recent polls, which are from the middle of last month, have Perata ahead of Councilmember Jean Quan, who now claims to be neck and neck with the Senator. Quan, a former school board member, spoke passionately on control of school funding. Other topics included job creation and the problem of hiring enough police officers. Tonight's event was sponsored by the Alameda County Democratic Lawyer's Club, which hoped to back one of the candidates, but after tallying forty ballots cast here tonight, they said no one had grabbed enough of the votes to win their endorsement.</p>		
10/20/10	All Newscasts	:31
<p>A survey of likely California voters released tonight, shows Prop. 19, the ballot measure that would legalize marijuana, is losing support. The Public Policy Institute of California found 44% in favor of Prop. 19; that's down from 52% in September. 49% now say they oppose it.</p>		
10/20/10	All Newscasts	:31
<p>If Prop. 19 does pass, it could be greeted with a lawsuit from Washington. Today, the President's drug czar told the Associated Press that the Obama administration is considering all of its' options...including suing the state. The Director of the National Drug Control Policy, Gil Kerlikowske, said Prop. 19 doesn't hold up to scrutiny.</p>		

10/20/10 All Newscasts 2:20

There is encouraging news tonight for Jerry Brown and it comes from one of California's most respected polls. The new poll, just released one hour ago, shows the Democrat has opened up an eight point lead over Republican Meg Whitman in the race for governor. But the U.S. Senate race appears to be tightening. Last month's poll showed the two in a virtual tie. Despite being the GOP's first female candidate for Governor, and despite someone in Brown's campaign calling Whitman a whore, Brown has opened up a fifteen point lead among women. So even though Brown leads, do pollsters know who will actually vote? The race for U.S. Senate has tightened incumbent Barbara Boxer's lead over Republican Carly Fiorina was seven points. it is now five. 43% for Boxer and 38% for Fiorina.

10/23/10 All Newscasts :28

Election Day is still ten days away, but voters in Santa Clara County are already getting their votes in and counted. The registrar's Office was open today for early voting. the department is also busy processing ballots mailed in, or cast as part of an early voting push by the registrar. Election officials say 67% of the voters in Santa Clara County vote by mail. 20% of those or about 100,000 ballots have already been mailed to the registrar's office. Election Day is November 2nd.

10/24/10 All Newscast 2:36

Oaklanders are getting ready to vote for a new mayor and all of the hope that brings. Not for the first time...the reach for Mayor of oakland is drawing another name-brand politician who has already held a for more powerful office...leading some to ask...why? Being the mayor of this city of almost half a million people is a job almost everyone in or out of city hall considers thankless. Why does anyone want that job? Why would Don Perata, who as President of the State Senate, the second most powerful politician in Sacramento...after the Governor, want to have the smaller, but more grinding job as the Mayor of Oakland? Former Governor, now candidate for that job again and two-term Oakland Mayor Jerry Brown agrees. He says," It has all of the urban challenges of poverty and crime, but all the potentiality and actuality of greatness." Joe Tuman is a first time candidate and one of four considered a serious contender. Rebecca Kaplan is in the middle of her first city council term. Jean Quan is giving up her council seat for a shot at becoming mayor.

10/24/10 All Newscasts :47

Police and firefighter union in San Jose are accusing a San Jose City Councilman of stealing their campaign signs. And they say they have the video to prove it.

10/24/10 All Newscasts :32

With Election Day a little more than one week away, a ballot measure in San Ramon will determine just how big the city will grow. Measure W update the city's General Plan...extending San Ramon's urban growth boundary to include 1,600 acres of agricultural land in Tassajara Valley. Supporters say the measure will give the city more control over the area...while opponents say it's a gift to developers. The "No on Measure W" campaign has so far out-raised and outspent supporters of the initiative, with nearly \$100,000 in contributions.

10/26/10 All Newscasts 2:15

A vocal opponent and a vocal supporter of Prop. 19...the measure that would legalize marijuana for personal use, went head to head tonight in the South Bay. In the San Jose State University Student Union tonight, former san Jose Police Chief Joseph McNamara and Sacramento Bishop, Ron Allen, Head of the Faith-Based Coalition, debated the issue. Prop. 19 would allow Californians older than 21 to grow marijuana in gardens up to 25 square feet and possess up to an ounce. Cities and counties could authorize commercial cultivation and impose taxes. Proponents and opponents agree the whole nation is closely watching the results of this initiative. A poll by the Public Policy Institute of california shows 44% of voters support Prop. 19 and 49% are against it.

During the past quarter, KTVU broadcast programming that was responsive to community issues. Due to the extensive amount of such programming, the issues and programs list contains only a portion of the locally produced, issue responsive programming actually broadcast by KTVU.

Business & Economy

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
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10/20/10	All Newscasts	1:56
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It was "Back to the Mac" today at Apple's Cupertino headquarters. CEO Steve Jobs introduced a new line of lightweight MacBook computers. Apple Founder Steve Jobs invited reporters in today to show off new hardware and software. The stuff: easy-to-use software, plus tow new solid-state notebook-sized computers. Their products wowed the analysts. Apple is riding the crest of a techno tidal wave. Apple says last quarter alone, it sold almost four million Mac computers ...fourteen million for the year. Last month, one in five computers sold was an Apple Macintosh.

10/22/10	All Newscasts	:43
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New numbers out today show California's unemployment rate was unchanged in September...at 12.4%. That figure is a few ticks higher than one year ago. 63,000 jobs were lost in September. Labor experts say the actual unemployment rate is higher than official numbers suggest. According to former EDD Chief Michael Bernick, the unemployment rate is determined by people who are "looking for work." So if you are not categorized as "looking for work," we can lose jobs in the state, but the rate remains the same, or can even go down. If you include those people, the jobless rate could be as high as 15 and even 20%. Here, in the Bay Area, unemployment remains below the state average. The highest jobless rate is 12.1% in Solano County. Several other counties follow close behind. The Bay Area's lowest jobless numbers are in Marin County at 8.4% and San Mateo County at 9.1%.

10/26/10	All Newscasts	2:20
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Some big news tonight when it comes to local restaurants...the new Michelin Guide is out...and while one nationally known restaurant in the East bay lost its' only star, there is now a second restaurant in the Bay Area that's been awarded the top ranking of three stars. French Laundry has been the only Bay Area restaurant to earn the guides' full three stars, but this year Meadowood joins them. On a downswing, Berkeley's landmark Chez Panisse lost one star. This year, for the first time, the guide has expanded East Bay coverage, with new restaurants mentioned in Walnut Creek, Emeryville and Lafayette. Director of the Golden gate restaurant Assoc., Kevin Westlye says, "A restaurant getting recognized for the first time with a star could see anywhere between a 10% and 20% annual sales increase. So it's very, very good economic stimulus." The guide also tells you where to get a great meal for under \$25. The little red book goes on sale tomorrow.

10/26/10 All Newscasts :21

The supermarket that residents of San Francisco's Bayview District have been waiting for could be open early next year. There's word tonight...the "Fresh and Easy" chain has just made a deal for a space in a building on Carroll Avenue. Tonight there are signs posted. Residents have told KTVU that they have had to leave the neighborhood to buy fresh food.

10/29/10 All Newscasts :28

The FCC today announced its' largest fine ever...against Verizon Wireless for charging customers data fees for inadvertently accessing the web on their phones. The FCC says Verizon will pay a \$25 million fine and refund 15 million subscribers for the fees, which could total \$52.8 million. During the past three years, customers were charged a \$1.99 per megabyte fee if they accidentally accessed the internet on their cell phones...but didn't have a data access plan.

10/29/10 All Newscasts 1:39

The trick or treating hasn't even happened yet, but already, some retailers are gearing up for the holiday shopping season. KTVU is in Concord, where businesses are already decking the halls. The mall is seeing some real light at the end of the recession tunnel. The mall has already installed its' elaborate decoration. Car dealers, devastated by the recession...are sponsoring the ice palace display this year. A new Consumer reports survey finds that 68% of respondents say they'll spend as much or more this holiday season than last year. Thirty percent say they plan to spend less and 62% say they plan to but a gift card.

Community Interest / Services

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
10/23/10	Bay Area People	8:22
The oldest African American bookstore in the United States was founded in San Francisco in 1960 by Drs. Raye and Julian Richardson. Marcus Books quickly became the hub of social, political and civil rights discourse and soon the store opened a second location in Oakland. Marcus Books is celebrating its' 50th anniversary with a series of personal experience by well known authors during the month of October.		
10/23/10	Bay Area People	7:23
If you live in Sonoma, Mendocino or Lake Counties, here's a chance to "Get Gory for Halloween" with the help of the American Red Cross.. Red Cross volunteers will be applying ghoulish makeup, creating realistic vampire bites, ghastly gashes, and searing bullet wounds in downtown Santa Rosa thought the Halloween weekend. Donations raised at this fundraising event will help provide lifesaving services to those affected by disasters.		
10/23/10	Bay Area People	5:50
Join the Oakland Raiders and the NFL in supporting breast cancer awareness. The Oakland Raiders will be hosting "Play Like a Pro," where attendees will learn about the "ins and outs" of the game of football while interacting with Raiders legends and current players, all to raise funds for the cause of breast cancer. The event will benefit the Alta Bates Summit Medical Center and help support services and programs for low income women.		
10/30/10	Bay Area People	7:40
Meet 6-year old Ambassador, Daven Rose, who had psoriasis. He'll be leading off the Walk to Cure Psoriasis, a 5k walk at Justin herman Plaza in San Francisco on Saturday, June 16th. The walk brings attention to the need for research and support for a genetic disease that can be disabling. Originally aired 6/13/10.		

11/13/10 Bay Area People 7:10

Be a part of the holiday experience at Santa Clara County's premier holiday lights extravaganza. Thousands of bright lights will create 45 displays of holiday scenes for families during a 1.5 mile long drive through Vasona Lake County Park. Don't miss seeing a fun dinosaur den, Santa shooting hoops, and tunnels of lights while listening to holiday music through your car radio this Holiday season.

12/5/10 Bay Area People 7:35

Author, James Smith, found a treasure full of historic photos of Playland at the Beach, the amusement park that was a favorite San Francisco activity. He takes us back to the late 1800's when the beach was full of concession stands and how those stands ultimately became Whitney's Playland at the Beach.

12/4/10 Bay Area People 6:55

Turning wheels for Kids, under the auspices of the Santa Clara Valley Medical Center Foundation, gathers hundreds of volunteers to help build thousands of bikes for underprivileged kids. Giving out bicycles is just one way to support better physical and emotional well-being of our youth. Learn about the bike build and how local non-profits and families can apply to receive free bikes for kids.

12/4/10 Bay Area People 6:35

Roy's Restaurant, with a location in San Francisco, is known for its' fine Hawaiian fusion cuisine of seafood from the oceans of Hawaii prepared with European sauces and bold Asian spices. Roy's Executive Chef, Nathan Payo shows Bay Area People how to cook Coconut Shrimp, one of their most popular dishes, and tasty Citrus Vanilla Vinaigrette.

Crime & Justice

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
10/28/10	All Newscasts	6:44
In this KTVU exclusive...for the first time, we hear former Bart Police Officer Johannes Mehserle's "first-hand" account of his fatal encounter with Oscar Grant. Mehserle has been convicted of involuntary manslaughter and faces sentencing next week. KTVU Reporter Rita Williams had persued an interview with Mehserle from the very beginning...and this week, they say down inside the jail...where her told her his story.		
10/28/10	All Newscasts	:42
The City of Oakland is going to court and pressing its' case against four individuals arrested for vandalism and looting during the riot that followed the Johannes Mehserle verdict this past summer.		
10/29/10	All Newscasts	4:20
It may have been unintentional, but it's the reason why Oscar Grant is dead. Tonight...more of KTVU's exclusive interview with Johannes Mehserle...one week before he's sentenced for manslaughter. KTVU's rita Williams sat down for an interview with the former Bart police officer. She asked how he could have mistaken his gun for a taser.		

Education

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
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10/30/10	Bay Area People	7:00
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Whether public or private, college tuition is more costly than ever. The new website, ScholarMatch.org is matching students with potential donors to help defray the cost of a college education. Students put up an online profile and donors can determine which students they wish to support, or a donor may make a direct donation to ScholarMatch.org and the non-profit will award the funds. Originally aired 6/12/10.

10/26/10	All Newscasts	:36
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The Federal Department of Education sent instruction to schools today on how to protect children from bullying and harassment. This comes in the wake several young people committing suicide after being bullied. The letter also warns federal funds can be withheld from schools that allow or ignore bullying. A new study out today found that half of high school students say they have bullied someone in the past year and nearly half said they were the victim of bullying.

Energy, Environment & Transportation

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
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10/20/10	All Newscasts	:27
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An Indian tribe that wants to build a casino resort near Richmond announced today that it has reached a key deal with environmentalists. The Guidiville band of Pomo Indians wants to build on the closed naval Fuel Depot at Point Molate near the Richmond-San Rafael Bridge. The deal settles a lawsuit brought by a coalition of environmental groups. Under the agreement, the tribe will pay to protect and restore the shoreline and preserve 75% of the 412-acre site as open space.

10/22/10	All Newscasts	2:12
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PG&E is promising the people of San Bruno it will try to relocate the natural gas pipeline that exploded last month and re-route it away from the devastated Glenview neighborhood. Yellow paint marking the underground PG&E gasoline makes people nervous in this San Bruno neighborhood. Kathy Derenzi was home when gas line 132 exploded on September 9th...just a few blocks from her home. She says if PG&E rebuilds the transmission line, she will move out of the neighborhood. Today, San Bruno Mayor Jim Ruane and State Senator Leland Yee met with PG&E and say the CEO committed to relocating the line. But it won't be easy finding a route that can avoid other neighborhoods in this densely populated area. Today we learned that PG&E has turned off the gas in a mile and a half stretch of the pipeline. But one problem is that winter is approaching...when gas demand is at its' highest for customers throughout the San Francisco Peninsula. Another meeting between PG&E and lawmakers is expected in two weeks to discuss the pipeline relocation.

10/22/10 All Newscasts 2:19

A refinery "flare-up" is sending a plume of flame and smoke into the air above Contra Costa County tonight. The incident prompted a health advisory in the vicinity of the Conoco Phillips plant in Rodeo. The incident prompted a health advisory in the vicinity of the plant. And tonight, gasses are still flaring as operation shut down. County officials say this is the most serious refinery incident they have had in three to four years. What was burning was light hydrocarbons such as propane and natural gas, burned intentionally to relieve pressure whenever a malfunction forces the plant to start shutting down. Today: two failures: first hydrogen equipment and later...steam power. County regulators say the smoke rose high and over the bay. Still, Haz Mat teams scattered to check air quality. Pollution levels were low enough that it wasn't necessary to warn people to stay inside, unless they have respiratory problems. This Rodeo resident on oxygen for emphysema, says she felt the effects immediately, becoming more short of breath. They hope the flare may be out in an hour or so. For Conoco Phillips though, the investigation is just the beginning.

10/24/10 All Newscasts :33

The state Public Utilities Commission or PUC has been tough on PG&E and it released new information to try and prove it. Numbers from the PUC show it has forced utility companies, including PG&E to pay more than \$500 million in fines and restitution over the past eleven years. There have been questions about the regulator's willingness to penalize PG&E for the San Bruno pipeline explosion last month. Still, the information released yesterday confirms that between 2004 and 2009, the PUC never fined PG&E for violating natural gas safety laws.

10/24/10 All Newscasts :23

If it seems like you are paying more for a gallon of gas...you are. According to the Lundberg survey, nationally, a gallon of unleaded gas costs \$2.82...up five cents over the last two weeks. San Francisco has the highest prices in the nation...at \$3.16 a gallon. Fresno has the lowest prices in the state...at \$3.05. The average price statewide is \$3.11.

10/24/10 All Newscasts 2:22

Fifty square blocks...15,000 customers. A seven hour long power outage in Oakland has caused some problems for police and fire service. And tonight, Oakland has been using help from outside agencies to police streets and keep cars from colliding in dark intersections. The police are concerned about accidents and break-ins because of disabled alarms. Oakland fire dispatchers had a heart-stopping moment today, when their computers died. The back-up generator kicked in, but because of some glitch, didn't feed juice to the automated system. For an hour, index cards, wipeboards and handheld radios were the only way to communicate....calls were answered, but the response was slower.

10/26/10 All Newscasts :26

Anywhere but here...that's the message from the Palo Alto City Council...in response to plans to build a Mid-Peninsula station for California's high speed rail system. The High Speed Rail Authority has looked at Palo Alto, Redwood City, and Mountain View as possible sites. But last night, the Palo Alto City Council said, "no." Council members argued a station would be too expensive and said there's no place for a required parking lot.

10/26/10 All Newscasts 1:34

Three disasters starting with a 7.7 quake are crippling parts of Indonesia. An undetermined amount of people are dead. KTVU's Health & Science Editor examines the link between the quake and a volcano about 800 miles away. Right now on remote islands off Sumatra...rescuers are still looking for more than 500 missing people...after a ten foot tsunami crashed ashore. Six years ago, a 9.1 quake in the same area triggered a tsunami that killed 230,000 people...about half of Indonesia. Also today, Mt. Merapi, on the island of Java...one of the world's most dangerous volcanos is erupting again...the third time in two days. Experts say they two are related...in that the same tectonic plate motion triggered both events on the Pacific Ring of Fire.

10/28/10 All Newscasts :30

California regulators today gave PG&E permission to pay the utility bills of hundreds of San Bruno residents...displaced by the pipeline explosion. The utility says it will pick up the tab through January 2012. The assistance covers people who lost their homes or where forced out, but have since been able to move back in. The State Public Utilities Commission also voted today to allow an increase in gas pipeline pressure if this winter is especially cold...that's to assure facilities, such as hospitals, do not lose gas service.

10/28/10 All Newscasts 2:14

San Bruno residents who suffered the loss of their homes or damages from the gas pipeline explosion last month got some needed information tonight...how to deal with their insurance claims. We're on Claremont Drive in San Bruno, where the greatest number of homes were lost in the devastating explosion and fire nearly two months ago. The street looks different now because the most severely damaged homes have been removed...35 homes in total. State Insurance Commissioner Steve Poizner visited the Glenview neighborhood tonight. Poizner says he just wants to help homeowners rebuild. Poizner said, "We're working to make sure any payments from PG&E are additive. We're going to make sure the insurance companies pay up...pay everything they owe to these homeowners through their fire insurance policies." Later, Poizner hosted an insurance recovery forum at a nearby elementary school. Some homeowners have questions about how insurance claims will proceed. The exact cause of the pipeline explosion has yet to be determined. The City of San Bruno says it is also trying to streamline the rebuilding process by waiving all fees for building permits.

10/28/10

All Newscasts

:28

California Governor Schwarzenegger was on hand today for the opening of an alternative fueling station in the South bay. The Governor calls the new fueling station in San Jose...part of California's investment in clean energy. "Propel Fuels" offers alternative fuels compatible with diesel and flex fuel vehicles. The fueling station was made possible in part by a \$10 million grant from state and federal agencies. "Propel Fuels" currently has more than a dozen stations across California.

Health

<u>Date</u>	<u>Program</u>	<u>Length</u>
10/22/10	All Newscasts	2:16
<p>The number of Americans who have it is on the rise. "It" is diabetes and the Centers for Disease Control say in a new analysis, that it could afflict one out of very three Americans down the road. The consequences would be devastating. It's a startling prediction...a tripling of diabetes in a generation. 95% of Type 2 diabetes is linked to obesity. Experts say the biggest increase will be among people of color. Diabetes and obesity...the topics at this NAACP conference today in Oakland...many attendees...diabetic. It's often in families...Waudier Rucker-Hughes shared the disease with her sister. Doctors say one part of beating diabetes is eating 3-5 servings of fresh fruit and vegetables everyday, the other part, they say, is even more important...exercise. By the time these youngsters reach middle age...it's estimated the cost of diabetes will soar past \$500 billion a year...some say bankrupting healthcare. Lawmakers urge restoring P.E. and activity programs in schools. Assemblyman Sandre Swanson (D) Oakland said it brings relief to the budget by us taking care of early health problems that cost us on the back end. The CDC predictions assume no change in behavior...the one thing we can change.</p>		
10/26/10	All Newscasts	:25
<p>Oakland firefighters have presented a check for \$2,000 to "Friends of Faith," an organization dear to our hearts at KTVU. The firefighters sold pink t-shirts to their union members to wear for the entire month of October, which is breast cancer awareness month. Friend of Faith was started by our late colleague, Faith Fancher, who lost her own battle with breast cancer. Her friends continue to raise money for uninsured and underinsured breast cancer patients</p>		

Social Issues

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
10/16/10	Bay Area People	8:05
Suicides among young people continue to be a serious problem. Even with the recent tragic suicides of students from Palo Alto's Gunn High School, families struggle to discover the "whys" behind their children's darkness. Also aired 11/14/10		
10/16/10	Bay Area People	8:07
Janis Doughy lost her 18 ear old daughter, Amanda to suicide in 2004. Although her daughter had been diagnosed with childhood depression, she did not display any of the typical "warning signs" and had a full teenage life. In search of comfort, Janis turned to the American Foundation for Suicide Prevention, first as volunteer for their annual "Out of Darkness Walk," and now as a board member. She is also active in outreach services to youth as a public speaker at local high schools. Also aired 11/14/10		
10/16/10	Bay Area People	6:45
The Marin County Teen Mental Health Board, mentors teens to help get the message out about depression and suicide prevention to their peers. Co-coordinator Drew Lamden, and Student President, Malla Keefe, share how peer-to-peer and, peer-to-community education on suicide prevention is critical to getting the right help. Also aired 11/14/10		
10/20/10	All Newscasts	1:54
People across the country wore purple today in support of gay teenagers who are bullied or harassed because of who they are. The harassment can be so devastating...it can lead to suicide. There has been a string os such deaths in recent weeks. On the Peninsula today, KTVU visited a high school where the color purple was on display. At Aragon High in San Mateo today, many students wore purple, in a show of support for gay students during "Ally Week," designed to raise awareness that bullying contributes to gay teen suicides. The Gay-Straight Alliance Club asked students to sign pledges not to bully or use "hate" language...and to take a stand against those who do. Some students attended a seminar led by club advisor Vice Bravo, told us they feel reassured about "being true to yourself."		

10/22/10 All Newscasts 2:22

The NAACP says it happens way too often...African Americans being arrested for possession of marijuana...particularly in three Bay Area cities. And the organization says it now has the numbers to prove it. The NAACP also says voters can change things by passing one of the most controversial propositions on the upcoming ballot. The study looked at marijuana possession arrest reports in 25 California cities and drew one conclusion. According to the report, in Vallejo, Blacks are 22% of the population, yet made up 60% of the marijuana possession arrests. In Fairfield, 17% of the population is Black, but accounted for 40% of the marijuana arrests. And in San Jose, Blacks are less than 5% of the population, but made up to 15% of the marijuana arrests. One man told us he agrees with the study's conclusion, based on his own personal experience. The NAACP and Drug Policy Alliance say they timed the release of the study with the final weeks of the Prop. 19 campaign. In their view, the only way to eliminate this racial gap, is to make marijuana legal. They brought out some big names to help make that case...including actor, Danny Glover. But John Lovell, with the California Police Officer's Association, disagrees. He says the report and Prop. 19 are two separate issues. Vallejo, Fairfield and San Jose were the only Bay Area cities in the report. Stephen Gutwillig says that's because most Bay Area cities make marijuana possession a low priority crime and usually don't arrest people for it.

10/30/10 Bay Area People 6:00

Maddie's Matchmaker Adopt-a-Thon on 6/1 and 6/13 will support 41 Alameda and Contra Costa animal shelters who are offering free adoptions of cats and dogs. Maddie's Fund is a non-profit organization dedicated to saving the lives of healthy cats and dogs that have been gin up to shelters. To kick off the Adopt-a-Thon, brothers Benji and Truman, 9-year old Yorkshire Terriers make an appearance to encourage adoptions.

11/6/10 Bay Area People 8:00

Every 16 minutes in the United States, someone dies by suicide and families and friends are left to deal with the loss. November 20th is the 12th annual National Survivors of Suicide Day, a day reserved for those who have lost someone to suicide. Conferences are sponsored by the American Foundation for Suicide Prevention are held nationwide to provide support, healing, and information for survivors of suicide loss.

11/6/10 Bay Area People 6:32

The California Telephone Access Program provides specialized phones to help individuals with certified functional limitations such as hearing loss, low vision, mobility issues, and speech problems. Specialized phones include those that flash red lights when it rings, amplify sounds, and display large buttons. Those eligible receive these phones with certification by a qualified individual or licensed professional.

PUBLIC SERVICE ANNOUNCEMENTS

PUBLIC SERVICE ANNOUNCEMENTS

COMMUNITY CALENDAR

PUBLIC SERVICE ANNOUNCEMENTS

These locally produced, :10 (ten second) & :30 (thirty second) billboards air during the following KTVU newscasts as well as during the regular broadcast day:

KTVU Channel 2

Morning News	Monday – Friday	5:00am – 7:00am
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Mornings on 2	Monday – Friday	7:00am – 9:00am
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The 5 O’Clock News	Sunday	5:00pm – 6:00pm
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(psa’s are :10 (ten seconds) in length during this program)

The 10 O’Clock News	Monday – Saturday	10:00pm – 11:00pm
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The following are all **Community Calendar Announcements**:

City of Dreams

Travel back in time to San Francisco's post-Gold rush Barbary Coast! "SF1900: A Night in the Barbary Coast," takes place November 4th, at the Bentley reserve in San Francisco. Dance, drink and bid on fabulous silent auction items, all in support of "City of Dreams," a volunteer youth mentoring program for kids living in San Francisco's public housing communities.

The Fallen Heroes

Cheer on the silver and black white honoring the red, white & blue. Buy a seat to the Oakland Raider's November 7th game and twenty dollars from each ticket will benefit the fallen heroes, a non-profit dedicated to supporting the families of law enforcement and fire service personnel who have paid the ultimate sacrifice.

Japanfest

Immerse yourself in the Japanese culture at the "Spirit of Japantown Festival" in San Jose. The seven block street fair takes place October 2nd. Catch the spirit with live entertainment, authentic Japanese food, toys and goods from Japan's rich history and pop culture.

Marin Triathlon

Get ready for the Marin County Triathlon on the weekend of October 30 & 31st, taking place at McNear's Beach County Park in San Rafael. The adult's "Olympic-Distance" triathlon consists of a one and a half k swim, a 40k bike ride, and a 10k run! Then, on Sunday, younger athletes compete on a kid-friendly course. Proceeds benefit various non-profits.

Oakland Ballet

The Oakland Ballet's performance of "The Nutcracker" returns to the Paramount Theater on December 23, 24 & 26. The dance company is joined by the East bay Symphony Orchestra and the Oakland Youth Chorus to put on a world class production of this classic holiday tale. Relive the magic once again.

Bay Area People Community Calendar -
Billboard Public Service Announcements

The following are Bay Area People Community Calendar Announcements. These :10 (ten second) Community Calendar Announcements aired during the program Bay Area People:

10/23/10

- Play Like a Pro with Oakland Raiders Breast Cancer Awareness, Oakland Coliseum, 10/30, 2010. Benefitting Alta Bates Summit Medical Center.
- Halloween on Solano costume contest and more, 10/31, 5pm-7pm, Albany.
- "Miles for Migraine Run/Walk, UC Headache Research Center, 11/7 at 9am, Golden Gate Park in San Francisco.
- "Global Cool: a Gala Benefit for Planet Earth." Special guest will be Bill Nye. Chabot Space & Science Center, Oakland. Nov. 13, 5pm.

11/6/10

- Hire a Veteran, Vietnam Veterans of California, Nov. 16, 10am-2pm, Menlo Park.
- The Women's Building Celebration of Craftswomen, Fort Mason Center, San Francisco. November 27-28, Dec. 4-5.
- Oakland interfaith Gospel Choir "Holiday Gospel Music." Paramount Theatre, Oakland, now through Dec. 4th.

12/4/10

- "Christmas Revels." Scottish Rite Center, Oakland. Dec. 10-19th.
- "Adopt a Family" Donate gifts for families for Shelter Inc., Martinez. Donate by Dec. 11th.
- Candlestick Park Antiques and Collectibles Faire, San Francisco, Dec. 19th.

Public Service Announcements

KTVU airs PSA's during its broadcast day. These include PSAs produced by KTVU, as well as regional and national announcements. Announcements range in length from :10, :15, :20, :30, and :60 seconds.

KTVU- Public Service Announcements for Local Organizations:

Aging Services of California
Ala Costa Center
Arf
California Office of Traffic Safety
Cal Recycle
California Volunteers
City of Dreams
Japantown Community Congress of San Jose
Marin County Triathlon
Oakland Ballet
Silicon Valley Cares
The Fallen Heroes
Fantasy of Lights
March of Dimes
Oakland Museum
One Warm Coat
Out of the Darkness
Project Roadblock
San Bruno Explosion
San Francisco parks and Trust
Special Olympics Northern California
Stanford Asian Liver Center
Trust for Public Land
USS Potomac
Wells Fargo-
 Support Schools
 Junior Achievement
 Self Help for the Elderly
 SF Library

National PSA's

Aging Services of CA
Air National Guard
American Diabetes Association
American Lung Association
American Red Cross
Americorps
Arbor Day Foundation
Banyan Tree Project
Care
Consumer Product Safety Commission
Corp. for National & Community Service
Dave Thomas foundation
EAS Test
Eye on Jacob
FCC EEO
FCC Kids Liaison
Federal Citizen Information Center
Habitat for Humanity
MADD
Make-a-Wish Foundation
Million Ways to Teach
National Foundation for Infectious Disease
National Guard
National Runaway Switchboard
Negligent Driving
Overeaters Anonymous
Rotary International
The Greyhound Project
United Against Malaria
United Nations
U.S. Dept. of Education
U.S. Marines
USDA
USO
Volunteers of America
Why Hunger
YMCA

**FOX NETWORK
PUBLIC SERVICE ANNOUNCEMENTS**

The following page contains Fox Network Primetime/Sports/Late-Night PSA's that aired during the 4th quarter of 2010:

12/29/2010

OCTOBER '10
4TH QUARTER NETWORK PSA REPORT
INCLUDING PRIME, LATE NIGHT AND SPORTS

4:19 PM

DATE	PROGRAM	DAY	TIME	ISCI	PSA DESCRIPTION	LENGTH
1-Oct-10	THE GOOD GUYS	FRI	9:53:03P	PSA2010NFL3010	ST JUDES PSA	:30
2-Oct-10	COPS	SAT	8:02:17P	PSA2010NFL3010	ST JUDES PSA	:30
3-Oct-10	NFL REGIONAL GAME	SUN	1:48:44P	XNP1405230H	NFL PLAY 60/PSA	:30
3-Oct-10	NFL REGIONAL GAME	SUN	2:46:12P	XNP1405230H	NFL PLAY 60/PSA	:30
3-Oct-10	NFL REGIONAL GAME	SUN	3:56:13P	XNP165110H	NFL PLAY 60 "BUS"	:10
3-Oct-10	NFL REGIONAL GAME	SUN	7:11:06P	XNP165110H	NFL PLAY 60 "BUS"	:10
3-Oct-10	AMERICAN DAD	SUN	9:38:42P	DET100404	PARTNERSHIP FOR A DRUG-FREE AMERICA	:30
4-Oct-10	LIE TO ME	MON	9:11:02P	DET100404	PARTNERSHIP FOR A DRUG-FREE AMERICA	:30
5-Oct-10	RUNNING WILDE	TUE	9:52:38P	DET100404	PARTNERSHIP FOR A DRUG-FREE AMERICA	:30
6-Oct-10	HELLS KITCHEN	WED	8:23:32P	PSA2010NFL3010	ST JUDES PSA	:30
8-Oct-10	THE GOOD GUYS	FRI	9:53:59P	CNAT196304	AD COUNCIL/AUTISM/ERNIE ELS	:30
9-Oct-10	AMERICAS MOST WANTED	SAT	9:57:26P	CNAT196301	AD COUNCIL/AUTISM	:30
10-Oct-10	THE CLEVELAND SHOW	SUN	7:10:10P	CNAT196301	AD COUNCIL/AUTISM	:30
11-Oct-10	LIE TO ME	MON	9:12:54P	ZAF0422000	NATIONAL ALLIANCE ON MENTAL ILLNESS	:30
12-Oct-10	RUNNING WILDE	TUE	9:38:01P	CNAT16301	AD COUNCIL/AUTISM	:30
13-Oct-10	HELLS KITCHEN	WED	9:36:25P	PSA01AA2081	YUM BRANDS PSA	:30
15-Oct-10	THE GOOD GUYS	FRI	9:51:48P	PSA2010NFL3010	ST JUDES PSA	:30
17-Oct-10	NFL REGIONAL GAME	SUN	1:56:33P	XNP1405230H	NFL PLAY 60	:30
17-Oct-10	NFL REGIONAL GAME	SUN	3:06:38P	XNP1405230H	NFL PLAY 60	:30
17-Oct-10	NFL POSTGAME	SUN	7:21:32P	PSA2010NFL3030	ST JUDES V3	:30
17-Oct-10	NFL POSTGAME	SUN	7:28:44P	PSA2010NFL3030	ST JUDES V3	:30
18-Oct-10	LIE TO ME	MON	9:51:00P	CNAT193303	PSA/TONI BRAXTON NEW ODDS	:30
18-Oct-10	RAISING HOPE	TUE	9:11:04P	0810RACE30	NATIONAL CAMPAIGN TEEN PREGNANCY	:10
24-Oct-10	NFL NATIONAL GAME	SUN	4:01:25P	XNP165510H	NFL PLAY 60 "BUS" REVISED	:30
24-Oct-10	RS POSTGAME	SUN	4:22:27P	PSA2010NFL3010	ST JUDES PSA	:30
24-Oct-10	RS POSTGAME	SUN	4:34:37P	PSA2010NFL3010	ST JUDES PSA	:30
24-Oct-10	THE CLEVELAND SHOW	SUN	7:11:36P	PSA01AA2081	YUM BRANDS PSA	:30
25-Oct-10	HOUSE	MON	8:20:48P	PSA01AA2081	YUM BRANDS PSA	:30
26-Oct-10	RAISING HOPE	TUE	9:54:01P	PSA01AA2081	YUM BRANDS PSA	:30
29-Oct-10	THE GOOD GUYS	FRI	9:51:53P	PSA01AA2081	YUM BRANDS PSA	:30
31-Oct-10	NFL REGIONAL GAME	SUN	1:29:52P	XNP1405230H	NFL PLAY 60	:30
31-Oct-10	NFL REGIONAL GAME	SUN	2:32:30P	XNP1405230H	NFL PLAY 60	:30
31-Oct-10	NFL REGIONAL GAME	SUN	3:08:45P	XNP1405230H	NFL PLAY 60	:30
31-Oct-10	NFL REGIONAL GAME	SUN	5:38:24P	XNP1405230H	NFL PLAY 60	:30
31-Oct-10	NFL NATIONAL GAME	SUN	7:36:57P	PSA2010NFL3030	ST JUDES PSA	:30
31-Oct-10	NFL NATIONAL GAME	SUN	7:47:21P	PSA2010NFL3030	ST JUDES PSA	:30